

WAKANA ASAI

Product Designer with 6+ Years of Experience | Based in Vancouver, Canada

CONTACT

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WORK AUTHORIZATION

Open Work Permit —
authorized to work in Canada

SKILLS

UX/UI Design for Web & Mobile
(Wireframes, Prototypes, Mockups)

User Research

User/Usability Testing

Design Systems

Data-Driven Design

Front-end coding

Accessibility (WCAG 2.1)

TOOLS

Figma

Adobe Creative Suite

Google Analytics, Clarity

Jira, Notion

Slack

WORK HISTORY

Product Designer | AIRVISA 2024.5-Current

B2B SaaS Platform for HR Visa Management

- Led the end-to-end design of a desktop-first B2B platform for HR teams, achieving **159.2%** of the registration target.
- In a user survey, **59%** of users mentioned appearance and ease of use as a key reason to recommend the platform.

B2C Multilingual Online Visa Application Service

- Led the UX/UI design of a mobile-first online visa application supporting English, Japanese, Vietnamese, and Chinese.
- Improved application start rate by **22%** by analyzing user behavior with Clarity and implementing data-driven UX improvements.

Design System

- Built a company-wide design system from scratch, improving efficiency and design consistency across the product.

Agile Team Collaboration

- Collaborated closely with 1 project manager and 3 engineers in a cross-functional Agile team to drive project progress.
- Facilitated weekly sprint planning and retrospectives using the KPT framework.

Product Designer | MiraArc 2023.2-2023.12

E-commerce Website

- Redesigned the e-commerce website for web and mobile using Shopify and WordPress, resulting in a **174%** increase in revenue.

UX Designer | Forcia 2017.4-2021.4

B2B SaaS Platform for Travel Agencies

- Designed a B2B SaaS platform for travel agencies, generating **107M JPY** (~970K CAD) in first-year revenue and earning the company's "Deal of the Year."

Agile Team Collaboration

- Led sprint planning and retrospectives for a two-week sprint cycle in an agile team (1 project manager, 7 engineers, 2 designers).

EDUCATION

LANGARA COLLEGE 2022.9-2023.12

- Post-Degree Diploma of Web and Mobile App Design and Development

KYOTO UNIVERSITY 2013.4-2017.4

- Bachelor of Food Environmental Economics